

energized

Volume 6

THE MONTHLY NEWSLETTER FOR ENERGY MANAGERS AND PUBLIC AFFAIRS OFFICERS

Issue 4

Message to Energy Managers:

Energy awareness can be fun. To be successful, however, a concentrated awareness campaign requires planning, organizing, creativity, and knowledge of where to go for support, both financial and manpower.

Learn from the success of others—at MCAS Iwakuni, NAS Whidbey Island, Naval Base Ventura County, NSGA Sugar Grove, and NUWC Keyport.

Spark renewed enthusiasm in energy and water efficiency at your activity—this coming Earth Day, during Energy Awareness Week, and everyday.

Have fun!

Sincerely,



William F. Tayler

Fun Special Events Ideas

Two major events take place each year that give you the opportunity to concentrate on energy and water saving efforts, while also having fun. One, of course, is Energy Awareness Week (EAW) in October, and the other is Earth Day in April. Below are descriptions of what some activities did last year for EAW to give you ideas on planning this year's Earth Day and EAW fun events. Events don't need to be limited to these two times, however. Make everyday an awareness day!

Naval Base Ventura County, CA

Do You Have a 'Mascot'?

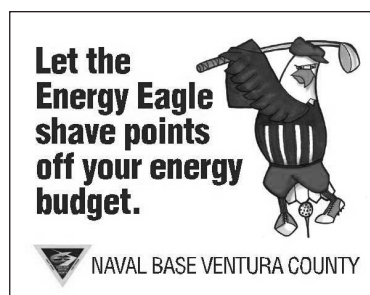
Some bases do. Sorta. Naval Base Ventura County created the Energy Eagle last year as the new mascot representing Energy Efficiency Excellence. The Energy Eagle is posted on marquee signs with energy messages throughout the base.

Run for the Fun

Naval Base Ventura County stages a 5k run involving at least 25 runners at each site.

They schedule it during the lunch hour to keep coordination efforts manageable. MWR provides the numbers for each runner

and time. Energy promotional materials are provided to all runners.

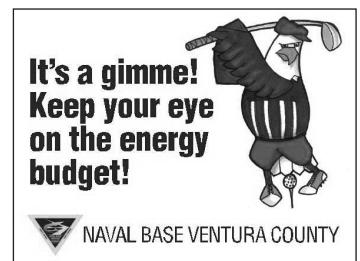


Golf Tournament

Naval Base Ventura County sponsored a golf tournament. To make sure the golfers who participated had their eye on the energy budget as well as the ball, a half dozen pieces of art featuring the Base's Energy Eagle were pinned on each tee off. The golf

course, which must be scheduled in advanced, was set aside for the energy tournament players thanks to the support of the MWR golf tournament director. To keep the tournament flowing faster, Chris Karandang, the Base Energy Manager, set up a two-some best ball event. All golfers were provided a complimentary BBQ luncheon during the energy presentation scheduled after the tournament. Energy promotional materials and sleeves of golf balls, courtesy of funding support from the local utility companies energy campaign funds, were given to the three best scores.

For more information, contact Chris Karandang at <KarandangCS@CBCPH.NAVY.MIL>.



DON Energy Awareness Website: Access the tools on the Navy Energy website for ideas, planning tips, and tools. Set your browser to <<http://energy.navy.mil>> and scroll down the left-hand column to the Awareness pick.

Naval Security Group Activity Sugar Grove, WV

Jack Hedrick knows how to have fun and draw in participants from the base. Sugar Grove staged a 10 kilometer(k) run, a 5k walk, and a 5k run. Unable to use the SECNAV award funds Sugar Grove won in the previous year, Jack went to the director of his MWR and requested support. MWR agreed to buy 120 t-shirts, and print on them the DON energy logo, which Jack acquired from the DON Energy Program. Everyone who participated in the runs and walk received a t-shirt emblazoned with the energy logo. Coffee mugs, water bottles, and other promotional materials were handed out to those who came in first, second and third place.

Jack personally called up local energy vendors, requesting them to display their products at the Energy Fair. Vendors provided additional materials to hand out which, combined with DON promotional materials, were given out as door prizes to base personnel and families who attended the Energy Fair events.

Demonstrations

Giving a demonstration is a great way to attract attention. Sugar Grove set up a demonstration table and showed how heat sensor meters are used to detect defective electrical components and faulty connections. The real show stopper, however, was a stationary bicycle powering a light bulb. Jack had the device made from a stationary bicycle, a 40-watt light bulb, and a 200-watt bulb. Participants found that it was easy to pedal the bike to light up the 40-watt bulb, but that powering the higher wattage bulb required considerable more effort.

Show off the best

Sugar Grove worked with Housing and made unannounced electric meter readings during a one-month period. Then, just before Energy Awareness Week, they selected winners for lowest electricity consumption in each of the three types of housing on base and recognized the winners with prizes during the Energy Fair.

For more information, contact Jack Hedrick at 304-249-6340.

Marine Corps Air Station Iwakuni, Japan

The entire Marine Corps Air Station (MCAS) Iwakuni was involved in Energy Conservation Awareness in one form or another last year. Preparations for Energy Awareness Week started early. The Facilities Officer,

Commander Anthony Ermovick, and Utilities Director, Chief James Trocke, visited the high school TV production class. After interviewing them, the class put together Energy Awareness and Energy Conservation Week commercials, which they completed about 3 weeks prior to Energy Awareness Week. The messages were aired throughout the entire school via close circuit TV.

Plaster Your Energy Message!

Approximately one week prior to Energy Awareness Week, the Utilities Director placed six 4'x6' hand-painted energy awareness signs in all the most trafficked areas. Utilities also procured 4'x6' vinyl banners which they displayed in highly visible locations. They also designed and printed 200 awareness posters which were strategically placed throughout the Air Station to get the word out, and conducted 3 weeks of advertising on the large electronic base marquees.

Remember the Media

Prior to EAW, the Station's newspaper and American Forces Network (AFN) did articles and plugs on radio announcing the upcoming events. The newscast anchor talked up the upcoming week and events. Radio interviews were done off the air and played on AFN.

During EAW, Iwakuni ran an energy trivia contest live on AFN. Various energy questions were asked, and the right answer earned a gift package of assorted energy memorabilia.

Numerous large energy booths were set up with prizes and information at high visibility areas, Exchange, Commissary, Food Court, and Galleys. A large board complete with energy projects, charts, and graphs demonstrated energy conservation progress.

Energy Awareness Week was packed full of fun energy events: a 10k run, more school visits, student field trips to the boiler and sewage treatment plants and power station, school energy commercials, an essay contest, poster contest, super hero contest, a bike race, and live music with a Mongolian BBQ to finish off the week. Utilities Division purchased t-shirts with "Generating a Brighter Future" slogan to give away as prizes and to the many volunteers who assisted. The Commanding Officer also awarded trophies to winners of the various events.

USMC Defeats Navy, 20-19

To promote carpooling, Iwakuni staged a car jam. The MCAS won the car jam contest by jamming 20 Marines into a small sedan, one more person than the Navy Dental Team. A bicycle race for different age groups also promoted alternative transportation.

For more information, contact Chief James Trocke at <Trocke.j@iwakuni.usmc.mil>.



Super Hero contest at Iwakuni

Naval Undersea Warfare Center (NUWC) Division Keyport, WA

NUWC Keyport conducts a well-organized energy awareness campaign throughout the year to publicize widely, target specific audiences, and involve as many energy users as possible. The Center provides contests, including a children's coloring contest and an energy suggestion contest, and has initiated competition between departments for highest level of participation. To demonstrate continued support for Keyport's energy awareness activities, the Commander invited the winners of the coloring contest and their sponsors to a formal awards ceremony in the command conference center for presentation of achievement certificates and gift certificates to Toys "R" Us.

For maximum impact, Keyport develops its own energy posters, banner, certificates, and citations in-house that directly relate to Keyport energy issues; many graphically display the NUWC Energy "mascot." The Center also involves the Federal Manager's Association and the Civilian Recreation Association, which provided Energy Awareness coffee mugs for adults, and Toys "R" Us gift certificates for winners of the youth contests.



NUWC Energy
"Mascot."

Pool Your Resources

Keyport teamed with NAS Whidbey, Naval Station Bremerton, and Submarine Base Bangor to host energy fairs at each activity during Energy Awareness Week. Many of the vendors, utility providers, and other agencies participated at all three activities on consecutive days in October. Participants included a local transit company promoting ride-sharing and alternative fueled vehicles, universities, and local utility providers giving away useful home products and literature.

The Keyport Energy Manager, Phil Beste, held a raffle drawing every 15 minutes during EAW and gave away a wide variety of materials. One year "Keyport Energy Team" t-shirts financed by the FEMP Regional Office of the DOE were distributed; compact fluorescent light bulbs, provided by the Civilian Recreation Association, and coffee travel mugs were given out the past two years.

The Center created a Keyport Energy Home Page for access via the Internet. This provides a very dynamic tool by which to inform and educate personnel on the Energy Program. The website lists energy projects and ongoing initiatives that are constructed, in-process, or are being

researched. Energy training opportunities are listed as well.

Keyport also continues to rely on other "tried and true" methods that have been successful in disseminating energy information, including basewide e-mail, the Plan of the Week, and the base video network for energy conservation training. The Energy Program works with the Public Affairs Officer to place announcements of events and articles detailing energy saving projects in the base newspaper, KEYNOTES.

For more information, contact Phil Beste at <pbeste@kpt.nuwc.navy.mil>.

Naval Air Station Whidbey Island, WA

If you're like most Energy Managers and have a budget of zero, you may wish to take the advice of Kevin Evans, Resource Efficiency Manager at NAS Whidbey Island and Naval Undersea Warfare Center Keyport: Like the movie says, try using other people's money. MWR and Base Recycling offices are great resources, says Kevin. MWR provided the refreshments, advertising, and coordination for Whidbey's energy fun run last year. The Air Station's recycling center provided the funding for t-shirts as well as providing some of its own awareness materials. For energy awareness brochures and literature, try your local utilities or municipalities' public works or energy offices. They usually stock large quantities and are very willing to provide you quantities. They are also a great asset, in particular, for children's awareness materials for base Child Development Centers, says Kevin.

Get help. You can't do everything yourself! Where did Kevin find help? He offers these suggestions:

Use your Building Energy Monitors (BEMs). You can't be everywhere at once, all the time, and they can multiply your efforts tremendously.

If you're located on a military base, there may be military personnel available to help out. They can come in different categories such as transient personnel, LIMDU/TIMDU

personnel, and volunteers. We use them to great success at NAS Whidbey and NUWC DIV Keyport, WA. They do everything from daily energy conservation patrols, assisting BEMs in troubleshooting, putting together BEM building specific handbooks, conducting the energy program portion of the monthly base indoctrination, assisting base recycling efforts, and even passing out energy awareness literature at the main gate.

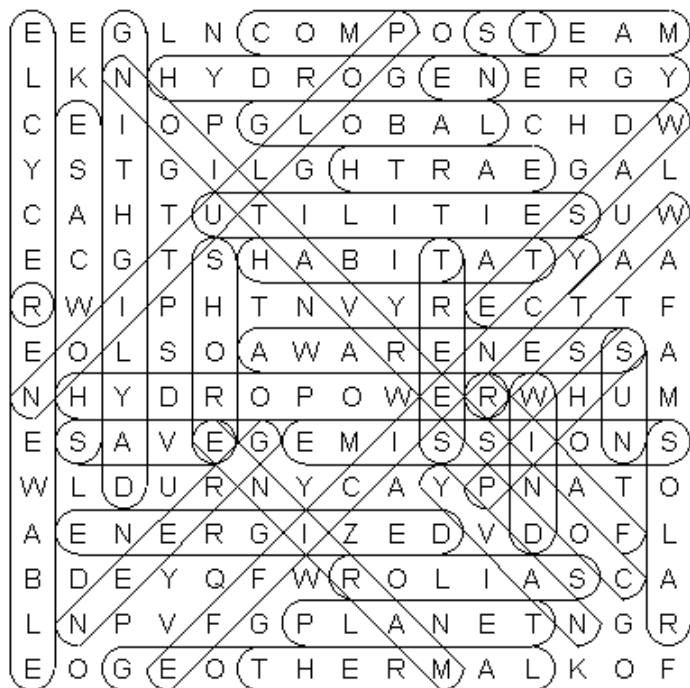
Command Duty Officers (CDOs) are an excellent nighttime resource as most are required to do evening rounds. Talk to your Senior Watch Officer and ask them to include an energy conservation checklist on their rounds. They report directly to the XO, in most cases, and believe me, you'll start seeing results.

For more information, contact Kevin Evans at <EvansK@naswi.navy.mil>.



Whidbey Island's Energy Fun Run

Answers to last month's word search puzzler



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Watts News?

We want to hear from you.

Tell us about the energy initiatives you're working on, the problems you encounter, and the solutions you discover.

Submit article ideas, comments, or questions to:

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Be sure to include your name and commercial phone number.

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